

For people who like to smoke...



**An invitation to compare your
menthol cigarette with the quality
of Benson & Hedges.**



Ultra Lights: 9 mg "tar," 0.6 mg nicotine—Lights Soft: 10 mg "tar," 0.7 mg nicotine—
as per cigarette, by FTC method Lights Soft: 10 mg "tar," 0.7 mg nicotine—
100's: 10 mg "tar," 1.0 mg nicotine as per cigarette, FTC Report Feb '95.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Is your present cigarette short-changing your smoking taste? You won't really know until you try Benson & Hedges. Take this gift certificate to your favorite store, buy one pack, and we will give you one pack of any style Benson & Hedges free.

[illegible]

BENSON & HEDGES
because quality matters

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PSI 101C

Benson & Hedges *Wine*...
"An Invitation to Compare"
Free Standing Inserts—1989
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Wells, Rich, Greene, Inc.

